

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. I.

NEW YORK, MARCH 1, 1889.

NO. 16.

ENTERED AT THE NEW YORK POST OFFICE AS  
SECOND-CLASS MAIL-MATTER.

AMERICAN NEWSPAPER  
PUBLISHERS' ASSO-  
CIATION.

THIRD ANNUAL CONVENTION.

The members of the American Newspaper Publishers' Association held their third annual meeting on the 13th and 14th of February, at the Hoffman House, in this city.

There were present fifty-five members, representing prominent newspapers in various parts of the country. President William M. Singerly, of the *Philadelphia Record*, being absent, C. H. Jones, of the *St. Louis Republic*, the vice-president, presided.

The meeting was called to order on the morning of the first day at 11 o'clock. The secretary of the New York branch of the United Typothetae, W. W. Pasco, was introduced and read a paper on "Type-setting Machines." The afternoon was devoted to the reading of a paper by W. J. Richards, of the *Indianapolis News*, entitled, "The Advertiser, Advertising Agent, and the Newspaper."

In the early part of the second day's session a paper was read by Mr. H. F.

Gunnison, of the *Brooklyn Eagle*, on the subject of "Newspaper Circulation and Its Relation to Systems of Delivery." Regarding newspaper circulation, Mr. Gunnison said:

I know of cases where diligent lying about circulation has been effectively employed to increase the rate and quantity of advertising; but it is an illegitimate and dishonorable method of acquiring business. To present a low grade of goods as being something higher is false pretense in the Criminal Code, and it should apply to claims for circulation that rest only on conscienceless assertions, upon which money is drawn from advertisers, who have a right to expect honest treatment.

He added that "to really boom a paper something more than an able affidavit adjunct" was needed, and defined that "something" as "the prompt and economical placing of the paper on the market."

The election of officers resulted in the following choice:

President, Jas. W. Scott, of the *Chicago Herald*. Vice-president, Chas. H. Taylor, of the *Boston Globe*.

Secretary, F. K. Misich, San Francisco *Bulletin* and *Call*.

Treasurer, W. M. Laffan, *New York Sun*. Executive committee, S. H. Kauffman, *Washington Star*; W. J. Richards, *Indianapolis News*; J. H. Farrell, *Albany Press and Knickerbocker*; W. C. Bryant, *Brooklyn Times*; and L. L. Morgan, *New Haven Register*.

After adjournment a number of the members went to Brooklyn to witness an exhibition of type-setting machines. In the evening the visitors were ban-



JAS. W. SCOTT, CHICAGO HERALD.

quoted at the Hoffman House by the local members.

The American Newspaper Publishers' Association was organized three years ago for the purpose of securing the concerted action of publishers in suppressing practices injurious to the welfare of American newspapers, and to encourage such projects as were deemed conducive to their good. The association, embracing nearly all the leading newspapers of the country, is now the largest and most powerful organization of its kind in the world.

For the following brief sketch of the president of the association we are indebted to the Albany *Press* of February 24.

The president of the American Newspaper Publishers' Association is James W. Scott, of the Chicago *Herald*, who is also president of the Chicago Press Club, and a number of other business and social organizations in that city. He is part owner of the *Herald* and marks out both its editorial and business policy. The remarkable success of the paper is due to his ability. It is one of the best circulated papers in the United States, its typographical appearance is taken as a model by all publishers who are striving to produce handsome papers, and the excellent contents of its numerous pages show editorial ability of the best kind. Col. Scott has conducted the *Herald* on the principle that the best reading was what he wanted for his readers, and that it was worth paying well for. More than that, he has insisted on the latest and best news, and believed that these newspaper delicacies should be served to the public in the most attractive form.

Mr. Scott has accomplished one herculean and incredible task. In Chicago, a city where newspaper animosities were as bitter as any in the country, he has diplomatically brought it about that the business managers are, as they should be, on the very best of terms, and act in perfect harmony on questions which affect the business interests of all the papers in common. They have united in a local organization which settles the few disputes and disagreements which may arise between members, and act together against the outside enemies. This makes newspaper publishing in Chicago a pleasanter occupation than it was a little while ago, and entirely does away with the petty annoyances which used to arise whenever the editors of any two papers were at loggerheads. Mr. Scott has also distinguished himself by the zeal with which he has worked to build up the United Press. Experience has shown the necessity for the existence of a second press association which should be as reputable as the Associated Press, and such an organization has been firmly established through the support given it by him and others whom he was active in interesting. It is a new organization in every sense of the word, except that, as the natural heir of the rival news associations which it succeeded, it acquired as clients 100 newspapers, and in the last six years this number has been increased to more than 800.

To make a long story short—send it to the editor of a newspaper.—*E.v.*

#### WANTS BEST TERMS AND DISCOUNTS.

McPHERSON, Kan., Nov. 26, 1888.

We are about to do some extensive advertising, and desire your best terms and discounts. Please let us hear from you, with catalogue, by return mail.

Extensive advertising usually means yearly contracts. Taking one paper with another it may be set down that to advertise a week costs half as much as to advertise a month—a month costs half as much as three months, and three months half as much as a year; consequently, the price for a year in the average newspaper is not more than eight times the rate demanded for a week. Patent medicine men are the most uniformly successful advertisers, and all patent medicine men make yearly contracts.

The best terms for advertising are obtained by prompt cash payments. Advertisers who are responsible can get credit, but it will pay them better to borrow the money and pay advertising bills promptly. Newspaper men are proverbially willing to allow a consideration for prompt cash.

This advertiser wants discounts: that is human nature. A new advertiser will generally pay \$100, less a discount of 33 1-3 per cent.; or \$66 net, and be better satisfied than he would be to pay \$50 without a discount for the same advertisement. Advertising is of like other sorts of merchandise. The vast difference between the schedule rate of some papers and the price of the same paper will sometimes accept can hardly be expressed under the term "discount." This condition of affairs is well exhibited in the inclosed extract from a letter lately written from Geo. P. Rowell & Co's Newspaper Advertising Bureau to a customer in Little Rock, Arkansas, who wished to insert a three-inch double column advertisement in certain papers of comparatively small circulation, printed and circulated in neighborhoods where the advertiser expected to secure trade, but where there are so many papers published that he will not think of contracting with more than one-half or one-third of them all.

You are probably aware that the sums which we have set down in our estimate do not bear any relation to the publishers' schedule. For instance, we find by examination of the rate card that the schedule rate for the first Alabama paper named on the list is \$35.00 while the price we propose to offer is \$6.00; and again in the case of the first Mississippi

paper named we set down \$6.00 as a fair price to pay while the publisher's schedule rate would make it cost more than \$60.00. It is these inconsistencies which make it so unwise for the advertiser who has a considerable field to choose from, to lay much stress upon securing particular papers, for if a publisher gets the impression that his paper *must* be used he insists upon schedule prices: which, in the case of small papers, are simply ruinous. This condition of affairs does not exist in the same degree when dealing with the great papers in large Cities.

There are 16,310 newspapers named in the last issue of the "American Newspaper Directory," and of these 84 print one-fourth of the total circulation, 518 print one-half, 2,293 print three-fourths of the total issue, while the other fourth is divided among 13,617 publications. The 84 papers in the first class are obliged to sustain their rates rather firmly. The 13,617 in the last class cannot afford to refuse any reasonable offer when the pay is certain.

#### SPECIMEN OF AN ILLUSTRATED ADVERTISEMENT.

The advertisement here reproduced is an excellent example of the application of engraving to the service of the advertiser:

**FACIAL BLEMISHES.**  
The Largest Establishment in the World  
for the Treatment, Facial Develop-  
ment, Hair, Birth Marks, Moles, Warts,  
Mohr, Freckles, Wrinkles, Red Nose,  
Vene, Pimples, Black Heads, Scars,  
Pitting, etc., and their removal.  
A special series for the treatment of 125 cases  
of treating on 25 skin imperfections.  
Dr. JOHN H. WOODBURY,  
210 West 42d St., New York City, N.Y.  
Inventor of Facial Appliances, Springs, etc.  
Six Parcels, three for Ladies. Established 1870.

We have here a manly, handsome, impressive face, forming part of a human head, to which a striking effect is given by the absence of any appearance or suggestion of a neck, or any part of the body below the neck. The relation of the cut to the text is emphatically established by the display words "Facial Blemishes." The design and composition are unexceptionable in point of taste, and it would be hard to improve upon the economy of the advertisement.

NOR exaggeration, but skill is needed in the preparation of advertisements. The former causes disappointment to the customer and ultimate loss to the advertiser; the latter presents the thing advertised in its best, but still truthful light and leaves no bad impressions.

#### THE BIRTH RATE OF NEWS-PAPERS.

The *Paper World* discloses the interesting fact that the news companies receive an average of thirty new periodical publications every week in the year. They find not more than one out of the thirty profitable to handle, and not one in thirty is permanently successful. The great majority of the new progeny of intellect and enterprise hardly get their eyes open before they die. The wonder is "what they were begun for, if so soon they were to be done for."

A birth rate of thirty a week seems very high. That is 1,560 a year, or, looking at it another way, five for every week day in the year. A new periodical is born and sent out to the news companies to nurse every four hours and forty-eight minutes, day or night. How few of the interesting little creatures ever cut their eye teeth!

But the statistics procured by the *Paper World* from the news companies by no means represent the actual rate of increase, since comparatively few of the new journals started in the United States find their way to these agencies of distribution. Notwithstanding the tremendous mortality among the new born, and the great number of older newspapers which drop out of existence every year, the net annual increase in periodical publications of all sorts—daily, weekly, and monthly, political and commercial, heathen and Christian, smart and silly is from 500 to 1,500. It varies much in different years. The least prolific year since 1880 was 1882, when the net increase was 344. The most prolific year was 1884, when the excess of births over deaths was 1,475. Next to that came another Presidential year, 1880, when the increase was 1,020. We take these figures from Mr. Rowell's "American Newspaper Directory."

In fact, during the past twenty years there has been only one year when there were more dead ducks than fledglings. The total fell from 8,129 in 1876 to 7,958 in 1877. The latter was the year of Hayes and the national shame. Nearly two hundred timid weaklings lay down and died under the burden of that infamy.

The truth is—and we violate no law of professional secrecy—that it is one of the easiest things in the world to start a new newspaper.—*The Sun*, New York, February 18, 1889.

**"THERE ARE A GOOD MANY HOLES IN A SKIMMER!"**

The Hudson, Mass., *Enterprise*, in its issue of February 16, prints a statement from which we extract the following:

We have received the following proposition from a New York firm which does an immense amount of advertising throughout the United States:

"**NEW YORK, February 11, 1889.**  
**Publishers of Enterprise, Hudson, Mass.:**

"We can pay you \$5 gross for inserting the following four-inch advertisement (all electro-typed), one year in your edition.

"If you accept please advise us by return mail on inclosed postal card, and cut will be sent you at once, charges prepaid.

"**GEO. P. ROWELL & CO.**"

This means that the above firm will pay us \$5, less twenty-five per cent., that is, \$3.75, for an advertisement that we get \$25 for. Rowell & Co. know the value of newspaper space; they have been in the business for years. Undoubtedly thousands of publishers have accepted of their proposition because they felt as though they wanted "something to fill up" with. Fortunately we have never been driven to such straits.

Supposing the *Enterprise* prints an average edition of 500 copies a week, it will issue a total of 26,000 copies a year. A four-inch advertisement occupies the space of forty-eight nonpareil lines, and at one cent a line for each thousand would amount to \$12.48.

Probably the *Enterprise* prints more than 500 copies a week—probably \$5 was too low a price for so much space; but as the editor says, thousands of publishers accept such propositions.

"Experience soon teaches advertisers, when contracting for a small advertisement to be inserted a few weeks, that what are known as the high-priced papers give very much more publicity for the money than can be obtained from those of smaller circulation, when separately bargained for. To such an extent is this true, that many advertisers, accustomed to look only upon the surface of things, make a rule never to advertise in any other than what are known as first-class papers. It is a fact, however, that, for advertisements of considerable size to be inserted by the year, the largest publicity can be obtained by contracting with publishers of comparatively unimportant journals. For example the New York *Weekly Sun*, for inserting a 100-line advertisement one week charges \$50, and to put the same advertisement in fifty county papers in the State of New York, having an aggregate circulation equal to that of the *Sun*, would cost at least \$100; but to put the same advertisement in the *Sun* one year would cost \$2,600, while the fifty county papers, charging at their full yearly rates, would demand no more than \$1,500, and it would be easier for an advertiser to induce the fifty to do the work for \$1,000 than it would to procure an acceptance from the *Sun* at \$2,000. If circulation is the only element of value, it would be found that, for a week, the *Sun* is fifty per

cent. cheaper for the advertiser, while upon a yearly contract the case is reversed."

It is the knowledge of facts like these that enables the advertising agent to be of service to the inexperienced advertiser.

**MRS. LESLIE CAN KEEP A SECRET.**

Mrs. Frank Leslie was surprised when she read yesterday the press dispatch from Canajoharie, in which Mr. Arkell of *Judge* is quoted to the effect that he has bought *Frank Leslie's Illustrated Weekly* and the German *Weekly*.

"There, now," she exclaimed as she glanced through the dispatch, "see what an embarrassing position I am placed in. Mr. Arkell and I had some negotiations relative to the sale of my *Weekly* before he left town, and the last thing he said to me was: 'Let us keep this secret until the final arrangements are perfected on my return on Monday.' Now, you see, he has given the matter out himself. That just shows that a woman can keep a secret while a man can't. The fact is that the arrangements for the sale of the papers have not yet been completed, although, of course, practically complete."—*New York Sun*, February 25, 1889.

**CLASS JOURNALS.**

The wide distinctions existing between "class" and "general" journalism are seldom taken into consideration when the relative value of newspapers are subjected to even a brief criticism. And still the wide dissimilarity between these two representatives of "the art preservative" are as broadly pronounced as can possibly be, when using the same mechanical instrumentalities. By the term "class" is meant those papers which make a distinctive specialty of any one feature in the life of man, more especially the industrial or mechanical. Thus all "trade papers" are class or specialty organs, dependent entirely upon the prosperity of the separate industry they seek to represent for their prosperity or decadence. The "class" paper is as the advance agent of the celebrity, confined to the advocacy of the merits of what it distinctively represents. It shuts itself out from all else, save the publication of its "class" information. It is presumed to be in intelligent harmony with its work, and seeks to bring out every salient feature of the same. Its staff of writers may be conversant with every description of journalism, but must confine their efforts to the class policy of their paper. They become virtually a cog in a wheel, or an arm in a pulley, in order to thoroughly individualize themselves with

the special work they are engaged upon. All the ability they possess must run in a certain groove, and the only information of value to them is that which touches upon the special human industry their paper represents. It is not necessary to tell the intelligent reader that the scope of their labors is distinctly different from that of general journalism, or that in a certain sense their possibilities are necessarily contracted and limited to a specific work. This will at once be recognized. But the responsibilities of "class journalism" are far greater than those associated with the general journal. In fact, the class journal cannot, in a conventional sense, be termed a newspaper, save in that it seeks to present information touching the immediate welfare of the specialty it represents. But on this point hinges all its value. Its statements must be truthful, suggestive and instructive. The general newspaper may make statements unwarranted by facts, but the "class journal" will be permitted no excuse for a misstatement, however innocently the same may creep into its columns. Countless amounts of money may hinge upon its utterances. Speculations may be entered upon through its presentations. By the class it represents, it is recognized an authority, and usually its suggestions are acted upon. Hence, the responsibility of the "class journal." The various departments of a class journal are expected to present carefully conserved facts. The omission of a "comma" in the market reports, can ruin the value of the paper as a guide in buying or selling. Editorial notes and articles must be more than mere assumptions grounded upon supposition—they must be opinions backed by carefully weighed evidence. Correspondence must be from reliable sources, and contain information of a practical character. Excerpts from other journals must be selected with the utmost care, and news items be positive facts. The whole paper—from head line to the last "ad."—must be a truthful compendium of the general subject to which the journal is devoted, in its every branch, and the whole must be under the vigorous supervision of the "chief of staff," who, with Argus eye, must scan the "proofs" before the "forms" go to press, lest some line or figure should prove a hindrance to the mission of the paper. The wearing nature of such a work connected with

a "class journal" can only be properly appreciated by those associated with the care and toil demanded. The "class journal" goes to its patrons as the vehicle of news relating exclusively to their business. It is their guide and criterion to a great extent, and if it fails in being a true exponent in the least particular, their confidence in it is gone forever. To such keen-edged criticism the general newspaper is seldom or never subjected. It caters to the demand of the masses for passing news, where the class journal has a circumscribed sphere and line of action, from which it must not deviate. The wonder is that so few blunders, comparatively speaking, are made in this class of journalism, when the ever-wearing, never-ending responsibilities of the case are taken into consideration.—*Exchange*.

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*AN ARGUMENT FOR EMPLOYING AN ADVERTISING AGENT.*

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Without a division of labor the world could not go on.

It is of very much more importance that men should have food than that they should have piano-fortes. Yet it by no means follows that every piano-forte maker ought to add the business of a baker to his own; for if he did so, we should have both much worse music and much worse bread.

A blade which is designed both to shave and to carve will certainly not shave so well as a razor, or carve so well as a carving-knife. An academy of painting which should also be a bank, would in all probability exhibit very bad pictures and discount very bad bills. A gas company, which should also be an infant school society, would, we apprehend, light the streets ill and teach the children ill.—*Thomas Babington Macaulay*.

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If we were to put a two-line local in the most obscure corner of the paper, which stated that a certain business man charged more for his goods or kept an inferior quality than his competitors, that man would employ a bull-headed slugger to come around and kill us the next morning. But if we were to ask that same man for an advertisement of his wares, he would say: "No; I don't believe in advertising; no one reads the papers."—*Exchange*.

*IS THERE A CIRCULATION  
LIAR IN PHILADELPHIA?*

IF SO, WHO IS HE?

WHAT PAPER DOES HE ISSUE?

A letter from a correspondent, who declares himself to be the publisher of a competing journal, but is unwilling to be known.

The publishers of the "American Newspaper Directory" have been furnished with a statement of the actual issues of all the editions of the Philadelphia *Item*, and they amount to 54,260,726 copies.

The total for 312 week day issues of the same paper is 48,246,292. The average daily issue for a year is shown to be 154,635. The total Sunday issue for the year is given as 4,755,044. The average Sunday issue is 91,443. The total weekly issue is given as 1,259,390, and the average weekly issue is 23,762.

This statement is verified by the following affidavit:

City of Philadelphia, ss:

Personally appeared before me the subscriber, Richard J. Lennon, magistrate of Court No. 5, of said City, Harrington Fitzgerald who, being duly sworn according to law, doth depose and say: That he is the Business Manager of *The Item*, Philadelphia, Pa.; that to the best of his knowledge and belief, the above table correctly shows the circulation of the said paper on each day of the year 1888, and up to January 31st, 1889, and further, deponent saith not.

Sworn and subscribed before me this 8th day of February, A.D., 1889.

HARRINGTON FITZGERALD,  
Business Manager.

RICHARD J. LENNON,  
Magistrate of Court No. 5.

Relying upon this statement Mr. Geo. P. Rowell lately asserted before a gathering of newspaper publishers that he had been furnished with a statement which he felt obliged to believe, that a newspaper in Philadelphia, the name of which would not occur to most persons, as that of one of the most prominent, was actually printing and selling an average edition of more than 150,000 copies daily.

This statement of Mr. Rowell's brought forth the following protest from a rival Philadelphia newspaper.

PHILADELPHIA, PA., Feb. 19, 1889.

I don't believe in one newspaper attacking the circulation of another, and I do not write this letter for that purpose: but when you say publicly that there is a paper here which prints over 150,000 a day you simply repeat a preposterous mis-statement. If I were to swear to the circulation of this paper on the same basis as the only paper you can refer to in your

remarks, I would be able to claim 118,460 today.

Don't you know how it is done? If you don't you can easily find out. As I have named no names I do not want this letter used in any way, but when the proper time comes I can prick the bubble which seems to dazzle you, if you are correctly reported in the newspapers and by word of mouth.

To this letter the following reply was sent:

NEW YORK, February 20th, 1889.

We have your letter of yesterday addressed to our Mr. Rowell.

In it you state that you "do not believe in one newspaper attacking the circulation of another," and that you "do not write for that purpose;" yet you state that when we say that there is a paper in Philadelphia which prints over 150,000 copies a day, we "simply repeat a preposterous mis-statement."

If you do not believe it to be proper for one newspaper to expose the fraudulent circulation claim, put forth by another which competes for advertising in the same field, why do you write to us at all upon this subject, at this time?

If you do not believe in attacking a mis-statement of circulation, why do you assert that any circulation statement which has been put forth is a mis-statement?

You ask if we "don't know how it is done," and then you state that if we "do not, we can easily find out."

You then proceed to assert that you have "named no names" and that you "do not want your letter used in any way," but that when the time comes you "can prick the bubble."

We must say that we do not know how a lie can be made true, and as you say that if we do not we "can easily find out," it occurs to us that it would be possible for you to tell us, if you would. Why not tell us?

It is to be observed that you say that you can "prick the bubble," but you do not say that you will, and on referring to the first paragraph in your letter, we conclude that although you assert that you can "prick" it, yet that you will never consent to do so.

What was your object in writing the letter of yesterday?

Please explain.

GEO. P. ROWELL & CO.

Last year the publishers of the "American Newspaper Directory" caused three asterisks (\*\*\*\*) to be attached to the circulation ratings of more than a thousand papers which had been rated in exact accordance with a publisher's statement; and offered a reward of one hundred dollars for each and every case where a rating so marked could be shown to be untrue.

This reward was claimed and paid in only one instance (*The Waukegan, Ill., Gazette*). It was observed that when the facts concerning that case were printed not a few publishers expressed a contemptuous opinion of the man who exposed the fraud. Why is this?

It may have been noticed by those who carefully observe such matters, that the ordinary publisher generally

refrains from making any statement, which can be called definite, of his actual edition. When he does meet the question squarely he may almost always be relied upon to tell the absolute truth.

The discredit heaped upon publishers' definite statements almost always emanate from rival publishers, and are generally stabs in the dark, the informer not being willing to be known. Yet definite statements given in detail and duly signed and dated are found to be absolutely true in more than ninety-nine cases out of a hundred.

Is this case of *The Item* one of the ninety-nine?

Is Mr. FitzGerald the one-hundredth man?

What other publisher of a Philadelphia daily claiming to issue one hundred thousand copies dare make a statement in detail and sign his name to it?

After the above article had been placed in type and a proof sent to the Philadelphia *Item*, the publisher of that paper addressed his special agent in New York, as follows :

THE ITEM,  
PHILADELPHIA, February 22, 1889.

DEAR MR. BECKWITH:

I enclose you an article sent us by Geo. P. Rowell & Co., for publication, I suppose, in PRINTERS' INK, and I must confess, while the article is evidently intended to help us, the way it is "headed" and worded is neither kind nor business like.

*The Item* is not a new venture; it is forty-two years old, and has earned its laurels by hard work and persistent energy, and by the liberal expenditure of money for securing the best literary talent. *The Item* owns its own building; owns and runs twenty-one "Rapid Wholesale Delivery Wagons" (the only paper in Philadelphia that does so), has two large stables; spent over \$100,000 for new presses and machinery last year (throwing out an entire new plant only put in one year before); prints and sells a six-page paper the exact size of the New York *Sun* for one cent (which the *Sun* sells for two); prints thirty-two pages every Sunday (giving nearly 100 columns more reading than any paper in New York); furnished a sworn statement of its circulation for the past year (which only one paper in Philadelphia—the *Record*—and one in New York—the *World*—is able to do), has over 1,000 little "Want" ads every day (showing the people believe in it), and, in a hundred ways, has given evidence of being one of the great and progressive papers of America.

To our mind, such a newspaper ought to be encouraged, and efforts to belittle its merits frowned upon as the envious outcomings of jealous and unsuccessful rivals.

We would be obliged if you would call the attention of Messrs. Rowell & Co. to these

facts, and ask them, as *business men*, whether we are not entitled to their respect and confidence.

Respectfully,  
HARRINGTON FITZGERALD,  
Business Manager.

It seems to us that Mr. FitzGerald's points are well taken, for we conclude that there is not any doubt about the correctness of his claim, and that he may safely court the most thorough investigation. If his claim is not a true one and any rival publisher possesses the power to prick the bubble he owes it to the public to do so.

#### A LOGICAL ADVERTISEMENT.

The following is clipped from the New York *Evening Post* of February 21st:

## 7 IS TWICE 3 1-2

It requires to produce an income of <b>six</b>	
<b>Hundred Dollars</b> per annum,	
if invested in the 7 per cent. Guar-	
anteed Mortgages of the Western	
Farm Mortgage Trust Co. ....	<b>\$8,575</b>
The 6 per cent. Debentures of the	
Western Farm Mortgage Trust	
Co. ....	<b>10,000</b>
New York Central Railroad Bonds. ....	<b>15,000</b>
Deposit in Savings Bank. ....	<b>17,150</b>
Gov't Bonds at present value. ....	<b>24,000</b>

Thus the holder of \$8,575 in Guaranteed Mortgages, or of \$10,000 in Debentures, has a cash income equal to that of the holder of \$15,000 in the best R. R. Bonds, or over \$17,000 in Savings Banks, or of \$24,000 in Government Securities.

These figures are worthy of consideration by *any one* who has money to invest, and the difference in the rate of interest is often of more importance to the possessor of a moderate amount of capital than to the holder of a large surplus.

Address for descriptive pamphlet,  
**WM. T. PRATT, Manager,**  
**Western Farm Mortgage Trust Co.,**  
(CAPITAL \$1,000,000),  
**40 and 42 Wall Street,**  
**Manhattan Bank Building, NEW YORK.**

If every advertiser would put his case as plainly and convincingly, there would be fewer instances where advertising fails to pay.

AN ESTIMATE REFUSED.

Sometimes an advertising agency refuses or neglects to make estimates as asked for. The following correspondence exhibits a reason for such action from an agent's point of view:

RICHARD G. LEWIS, Chillicothe, Ohio.  
Successor to The Razor Blade Shears  
Mfg Company, Jan. 18, 1889.

Messrs. Geo. P. Rowell & Co.:

What will be your charge for a four or five-line advertisement in the following magazines—next numbers out: *Century*, *Harper's*, *Scribner's* and one issue of *Harper's Bazaar*?

NEW YORK, Jan. 21, 1889.  
The advertisement inclosed in your favor of 19th inst., can be set solid in space of four lines and will cost as follows:

New York (N. Y.)	1 time.
<i>Century Magazine</i> , monthly . . . . .	\$7.00
<i>Harper's Magazine</i> , monthly . . . . .	8.00
<i>Scribner's Magazine</i> , monthly . . . . .	4.00
<i>Harper's Bazaar</i> , weekly . . . . .	4.00

GEO. P. ROWELL & CO.

CHILlicothe, Ohio, Jan. 26, 1889.  
Received a better bid on magazines than yours and sent order accordingly.

But I want prices on five-line advertisement in cheaper magazines and weeklies devoted to women's interests. Say ten or twelve of them for three months, (also bid on two months), three, six or thirteen times, according to times of issue.

Ad. to be what I sent you before, and changed so that if readers take several papers they will not consider it the same old ad. Please make lists and prices, for I want ads. in at once.

R. G. LEWIS.

NEW YORK, Jan. 31, 1889.  
From what you say, it is evident that you are able to obtain your advertising at lower prices than we can undertake to do it for. Under the circumstances, we desire to be excused from submitting the new estimate called for.

GEO. P. ROWELL & CO.

CHILlicothe, Ohio, Feb. 7, 1889.  
In reply to yours of 31st ult., this will explain. I sent the same request for prices to two other advertising agents. Both were lower in their quotations than yourselves. To one I sent the order, not being averse to saving "a dollar or two." If you wish to prohibit your customers, or intended customers, from intercourse with other advertising agents, you may miss some good custom. My second request for prices was sent to you alone, and not for the purpose of "jewing" you or any other advertising agent. Your response rather "cut" me, for I thought I treated you fairly and honestly in stating why I did not send you the former order, and I was "mad." But reflection led me to write you this, instead of an angry reply.

I want to do \$200 to \$300 worth of advertising a year, and may increase it. I have seen your large book of list of papers, etc., and some copies of your PRINTERS' INK (I like it very much) sent to the *Razor Blade Shear Manufacturing Co.*, whose successor I am, and thought to do some business with you, but don't like to be "bluffed." I intend to write for estimates at different times, to several reputable firms, and shall probably give the order to the firm quoting lowest price. If you wish to furnish estimates, all right; if

you do not wish to do so, all right. If I give order to you, it should be all right; if it goes to another firm, it should be all right. It is business with me, not sentiment, and I think you will see it in the same light yourselves, on reflection. If you will submit estimates, as per my second request, I shall seriously consider them; if you will not, please say so on a postal.

R. G. LEWIS.

NEW YORK, Feb. 9, 1889.

We believe that we were right in refusing to make the second estimate called for by you; but in face of the view which you take of the transaction, we will to-day send you the estimate, and bespeak for it your careful consideration.

The condition of affairs which has arisen between us, and the feeling towards us as advertising agents which you exhibit, is doubtless one which is likely to often arise. This may be set down as an illustrative case.

For the purpose of fully setting out the questions which are involved, we will go over the matter carefully in a day or two and write you at greater length.

GEO. P. ROWELL & CO.

It is customary with some of the leading publications to allow an agent's commission to pretty much everybody who assumes to be an advertising agent or canvasser. As a consequence, competition among agents leads to a dividing of the commission allowed, and it naturally comes about that the agent who does business without the expensive adjunct of an office is able to remit a large proportion of his commission and do work cheaper than his more ambitious rival who attempts to have about him all requirements which are deemed essential for placing advertisements in newspapers generally and exhibiting proofs of having duly performed the service contracted for.

It sometimes happens that the larger agency is called upon to set up an advertisement, prepare a list of papers, conduct a more or less lengthy correspondence with the advertiser, and finally the two together decide upon a list of papers to be used. Possibly the order amounts to \$50, and the commission upon it, say, \$7.50. At this point the curbstone agent steps in, gives the advertiser a reduction of 10 per cent., puts \$2.50 profit in his pocket, and the agent who made the list, set up the copy, and gave the requisite information, gets his labor for his pains. The advertiser got the benefit of the agent's knowledge and experience; the curbstone agent got the order, and the agent who made the plan of campaign got nothing. Next time he is applied to by the same advertiser for an estimate, if he happens to be busy at the time, and declines to devote the necessary care and attention, is it so very much to be wondered at?

## PRINTERS' INK.

UNSOLOITED COMMENDATIONS OF OUR JOURNAL.

A bright little pamphlet.—*Toledo Bee*.

A new and bright trade journal.—*Exchange*.  
The publication is valuable.—*Daily Gem City*.

A bright little semi-monthly.—*Grocery World*.

It most certainly answers its design.—*Toronto Truth*.

It is filled with practical paragraphs.—*Linden (Mich.) Observer*.

Chock full of valuable suggestions.—*Cortland County Sentinel*.

It is particularly interesting to editors.—*Fremont (O.) Journal*.

The literary quality of the contents is extremely good.—*Ink Fiend*.

Is full of good, practical thoughts.—*National Editorial Journalist*.

Its best claim to popularity is its originality.—*Fall River Daily Herald*.

A well gotten-up magazine, intended for the guidance of advertisers.—*Rostrum*.

Neat and bright, and has our best wishes.—*American Lithographer and Printer*.

Has some rather novel and unconventional ideas of trade journalism.—*Journalist*.

It is a tidy publication, workmanlike in form and matter.—*Union and Advertiser*.

Promises to be a valuable publication for those interested.—*Waterloo (N.Y.) Observer*.

Filled with interesting matter. We hope it will succeed.—*Prairie Grove (Ark.) Banner*.

It is a valuable craft journal and has made a good place for itself.—*Minneapolis Commercial Bulletin*.

"There is room at the top," and we wish PRINTERS' INK success.—*American Advertiser Reporter*.

PRINTERS' INK for October 15 contains interesting reading.—*The New Bedford Evening Standard*.

PRINTERS' INK lies on our table, asking us with its sweetest smile to be noticed.—*American Carbonator*.

The contents of PRINTERS' INK are invaluable to the advertising public.—*The Petrolia (Ont.) Advertiser*.

Designed for the use, information and entertainment of advertisers.—*The Albany (N.Y.) Daily Press Knickerbocker*.

Has many brief, pithy articles, and is attractive and intelligent throughout.—*Youngstown (O.) Evening Telegram*.

It is conducted with such talent, fairness and enterprise as should secure for it abundant success.—*Mechanical News*.

It is edited in a spirited style, and the selections are made with a large degree of good sense.—*Guelph Daily Mercury*.

Its typography is admirable, and the reviewer finds every paragraph entertaining.—*Woonsocket (R.I.) Evening Reporter*.

The size, form and typography of the paper are in all respects worthy of the critical classes for which it is intended.—*Publishers' Weekly*.

A paper called PRINTERS' INK has been started in New York under the editorial control, doubtless, of the "devil."—*Memphis Sunday Times*.

PRINTERS' INK should be in the hands of every business man who writes his own advertisements. It is full of "pointers."—*Fargo (Dak.) Daily Republican*.

Let no one be deceived by the size of the thing. It is a veritable *multum in parvo*, and the literary quality of the contents is extremely good.—*Printers' Album*.

The philosophy of this publication is: "Use plenty of printers' ink to advertise your business, and you'll get proper returns from the investment."<sup>19</sup>—*American Stationer*.

It is in very convenient and attractive form, and full of matter that will be of much value to the parties among whom it is intended to circulate.—*The Toronto Canada Citizen*.

Is designed for the use and information of publishers and general advertisers. Has many brief, pithy articles, and is attractive and intelligent.—*Cincinnati Commercial Gazette*.

One of the missions of PRINTERS' INK is to give "pointers" on the art of advertising. There are many people in the world in need of such "pointers," therefore its field is large.—*The Indicator*.

The only objection that might be made to some of its original matter is that the writer's style is too heavy and involved for the subjects discussed, running to periods of excessive length.—*American Stationer*.

I always read PRINTERS' INK all through with pleasure and profit.

ALBERT HERBERT,  
President Herbert & Fapp Company.  
BOSTON, MASS., February 15, 1889.

PRINTERS' INK does look as though it might be of some value to a newspaper.

G. W. TURNER,  
Business Manager *New York World*.  
NEW YORK, February 18, 1889.

PRINTERS' INK comes to hand replete with valuable information and suggestions for the advertiser and hints to publishers. We consider PRINTERS' INK one of our most valuable exchanges.—*Southern Californian Informant*.

It is a neat little pamphlet of about thirty-two pages, just the right size to fold up and put into a fellow's pocket, so that when one has a few moments spare time he can pull it out. It is a most pleasant companion at all times.—*Warren (Pa.) Mirror*.

It makes a favorable impression at the first glance. It is designed to circulate among habitual advertisers. In each number topics of current interest to the advertising classes are intelligently, impartially and instructively discussed.—*Germantown Gazette*.

The returns from our advertisement in PRINTERS' INK are greater than from any other source.

PRESS ENGRAVING CO.,  
88 and 90 Centre Street.  
NEW YORK, N. Y., February 21, 1889.

One of the most useful, as well as the most attractive, of trade publications is PRINTERS' INK, published by Geo. P. Rowell & Co., advertising agents, of New York City. It is filled with matter that cannot fail to be of great interest.—*The Charlestown (W. Va.) Daily Star*.

We always find its columns brim full of interesting articles on the construction and different styles of advertisements.

W. D. RICHARDSON,  
with Ludden & Bates.

SAVANNAH, GA., February 20, 1889.

Please send to Alex. D. McCann, Newburgh, N. Y. (soap manufacturer), a copy of the latest issue of PRINTERS' INK. It answers questions he has asked us.

RITCHIE & HULL,  
Publishers of *Journal*.  
NEWBURGH, N. Y., December 20, 1888.

On one or two occasions we have received a copy of your publication. It is very interesting. We should be pleased to have you send us back numbers of January 1 and February 15 in wrapper herewith.

THE CHARLES A. VOGELER COMPANY.  
BALTIMORE, MD., February 18, 1889.

When PRINTERS' INK came to hand, we held the scissors threateningly over quite a number of its well filled pages, but finally concluded it was too good to mutilate, and begged the publishers to send us in future an extra copy for that purpose. The editorials are short, sensible, pithy and to the point, and the selected matter has evidently been got together by one who knows a good thing when he sees it.—*The British Printer*.

I am preparing a paper on "Advertising," to be read before the public at the State Normal School of this city, and also to be published. You publish a very important semi-monthly magazine called PRINTERS' INK, which handles the subject of advertising in a very instructive manner. I would like to secure as many single copies of back numbers as possible, and if you will please notify me of their price, I will forward the same to you immediately.

R. J. O'HANLON,  
State Normal School.  
OSHKOSH, WIS., February 20, 1889.

#### CONFLICTING CLAIMS.

##### STATEMENTS OF CIRCULATION PRINTED IN NEW YORK NEWSPAPERS.

"I notice at four York daily papers has the biggest circulation. So I reason 'at ther's one honest man fightin' agin three mighty spry liars."

WORLD.—"The World has more circulation than any two other American newspapers."

NEW YORK HERALD.—"This paper has the largest circulation in the United States."

MORNING JOURNAL.—"Greatest circulation in America."

NEW YORK DAILY NEWS.—"Circulation larger than any other daily paper in the United States."

EVENING TELEGRAM.—"The Evening Telegram is the most widely circulated evening paper in the United States."

EVENING SUN.—"The circulation of the Evening Sun is larger than that of any other evening paper in the United States."

#### THE FIRST PENNSYLVANIA NEWSPAPER.

##### WHAT DO ITS CONTEMPORARIES SAY TO THIS?

THE PHILADELPHIA TIMES, |  
February 6, 1889.

Messrs. Geo. P. Rowell & Co.:

Gentlemen—We send you by express, prepaid, a framed photograph of "The Times Building." It has been prepared with considerable care, and will thank you to give it a prominent place in your office.

In all the great essentials of a newspaper *Quality, quantity, and circulation*—The Times claims the first place among the papers of this State. Very respectfully,

A. W. TAYLOR. THE TIMES.

Geo. P. Rowell & Co. have for years stood at the head of American advertising agents.—*New York Star*, Jan. 13, 1889.

#### A CURIOUS PHASE OF ADVERTISING.

Dwellers in the "effete East" are sometimes astonished at the manners and methods of the inhabitants of the "wild West." They are astonished because the ways of the Westerner are unfamiliar to them. What is unfamiliar is generally interesting. Believing this, we reproduce upon the opposite page a group of advertisements that appeared in a recent issue of the *Stock Growers' Journal*, published at Miles City, Montana.

The advertisements are what are known as "stock-brands." The illustrations of cattle and horses show not only the appearance of the brand, but its location upon the body of the animal, and whether it is vented upon the right or left side. The reading matter gives the owner's name and address, the location of the range, and additional information concerning the brand. Such advertisements are numerous in newspapers published in stock-raising vicinities.

The advertisements are published throughout the year, and the newspapers in which they appear become, virtually, a directory of brands. The ownership of strayed or stolen cattle may be established by reference to these newspapers, and the honest employment of conflicting brands is prevented by the knowledge, obtainable from the advertisements, of devices already in use.

There is one conclusion to be drawn from this, and it is applicable to all advertisers alike. It is this: It pays to make the public familiar with your brand.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

CHAS. L. BENJAMIN,  
EDITOR.

GEO. P. ROWELL & CO.,  
PUBLISHERS.

PRINTERS' INK is issued on the first and fifteenths of each month. Terms, post-paid, One Dollar a year, in advance; single copies, Ten Cents.

#### ADVERTISING RATES:

25 Cents a Line.
25 Dollars a Page.
15 " $\frac{1}{2}$ "
10 " $\frac{1}{4}$ "

Office: No. 10 Spruce St., New York.

NEW YORK, MARCH 1, 1880.

#### NEW ADVERTISEMENTS.

ADVERTISING CANVASSERS WANTED.  
INDEPENDENT WEEKLY FOR SALE.  
THE NEW YORK "WORLD."  
SAN FRANCISCO "EVENING BULLETIN."  
WEBSTER'S DICTIONARY.  
CHALLEN'S ADVERTISING AND SUBSCRIPTION  
RECORD.

The claims of the *Evening Sun* and *Evening Telegram* also narrow down to a question of veracity. But the statements of the *Herald* and *Morning Journal* are capable of a double significance. While the inference is that their claims are similar to those of the *World* and the *Daily News*, what they really do claim is "largest circulation in the United States" and "greatest circulation in America." Of course! No one supposes that either of these papers circulates a greater number of copies in England, France or Germany; Europe, Asia or Africa, than in the land in which they are published. When it is remembered that there are scores of other papers in this country making assertions similar to those made by the New York journals—all claiming superlative circulations—the difficulty experienced by an intending advertiser in making a judicious selection of mediums will be appreciated. It is in such cases as this that the aid of an experienced advertising agent is of the utmost value.

WE notice at the bottom of a slip containing the advertising rates of the *Patrol*, of Geneva, Ill., the following curious offer:

A REWARD.—A reward of \$52 in advertising space will be given to anybody who will find where we have broken the above rates, except for educational or philanthropic purposes.

"Fifty-two dollars in advertising space!" Why didn't the *Patrol* offer two dollars cash instead, so that the reward would be worth striving for? Then that exception in favor of advertisements that are educational or philanthropic in their nature. Would patent medicine "ads" that teach how all the ills "that flesh is heir to" may be cured, be termed "educational?" and are not advertisements of goods "actually given away," "philanthropic" in their nature? Better suppress that offer of a reward and simply say that "no deviations from these rates will be made." The *Patrol* is a first-class paper, and it is unnecessary for it to back its word with its advertising space.

"WHEN the publisher of a newspaper undertakes to state what has been its *exact* circulation he generally tells the truth;" but when he attempts statements of circulation based upon comparison with the circulation of a successful rival journal, he is apt to forget the moral of the story of George Washington and his little hatchet and the fate of Ananias. An amusing instance of this fact is illustrated by a compilation, printed in this issue, of the claims of rival New York dailies, which statements have been clipped from the columns of the papers themselves. At first sight it seems that four of these papers claim a circulation larger than that of any other newspaper published in this country, and that the remaining two make a similar claim in the limited field of evening papers. The *World* actually does claim, unequivocally, "more circulation than any other two American newspapers," thus taking issue with the *Daily News*, which claims a "circulation larger than any other daily paper in the United States."

*HINTS AS TO ADVERTISING.*

If you have goods to sell, advertise the fact. If an advertising canvasser wants to advertise your business in a fancy frame at a depot, pay him about 200 per cent. more than it is worth, and let him put it there. When a man has three-quarters of a second in which to catch a train, he invariably stops to read depot advertisements, and your card might take his eye.

Patronize every canvasser that shows you an advertising tablet, card, directory, dictionary, or even an advertising Bible, if one is offered.

But don't think of advertising in a well-established, legitimate newspaper. Your advertisement would find its way into all the thrifty households of the region where the farmer, the mechanic, the tradesmen and others live, and into the homes of the wealthy and refined—all of whom need articles and have the money with which to buy them; and in the quiet of the evening, after the news of the day had been digested, it would be read and pondered upon, and the next day people would come down to your store and patronize you, and keep coming in increasing numbers, and you might have to hire an extra clerk or two, move into a larger block and more favorable location, and do a bigger business; but, of course, it would be more expensive.—*New Haven Register.*

*PERVERSTY OF COL. KNOX.*

John Armoy Knox, of *Texas Siftings*, has created a sensation on the Boulevard by a radical change in his attire. When early winter was trying to coax the trees to bud before spring-time, Col. Knox astounded Broadway with a fur coat of giant size. As the gifted humorist is as narrow-shouldered and as shallow-chested as he is big-hearted, as his luxuriant side-whiskers almost cover his face, and as he invariably wears a black felt sombrero which is the continual envy of Buffalo Bill, there was so little of him to be seen that passers-by wondered much. Now, however, that winter has put a stern face upon nature, Col. Knox has discarded his overcoat, and appears in a new spring suit of light gray, topped off with a pair of pearl-colored lisle-thread gloves. He still hides, however, beneath the broad expanse of his sombrero. Col. Knox's success in life is

attributed by him to two things—the facts that he was born in the North of Ireland and that Wheeler & Wilson gave him \$10,000 a year to act as their sewing-machine agent for the wild districts of both Texas and Louisiana.—*New York World*, February 23.

NEWS-ADVOCATE PRINTING CO.,  
ELGIN, ILL., Jan. 17, 1889.

Messrs. Geo. P. Roswell & Co.:  
DEAR SIRS—We mail bills to all "foreign" advertisers once in three months. Your agency is located more miles from Elgin than any other, yet we have the pleasure of sending you the first receipt every quarter.

Yours respectfully,  
LOWRIE & BLACK,  
By STACY.

*PHIL. WELCH DEAD.*

In a eulogy on Philip H. Welch, the humorist, for many years a contributor to a score of papers, including the *New York Sun* and *Times*, *Drake's Magazine*, *Epoch*, *Puck*, *Life*, *Judge*, and *Harper's Bazaar*, who died of a cancer on the 24th inst., the *New York Sun*, of February 25, says:

Every week he waited for the San Francisco *Argonaut*, which copies its jokes from the Eastern press. He would run his eye over that borrowed column, and find week after week that every joke, or all except one, perhaps, was from his pen, though nearly every one was credited to a different paper. Some were credited to papers he did not write for. Such were stolen, of course. That column interested Welch as a barometer interests a sailor. If he had found less and less of his work in it as time went on he would have been alarmed, but as long as he lived that was his column. His income was \$50 or \$60 a week on the *Sun*, and the development of his field more than doubled, often trebled it. Fancy making \$7,000 a year out of fun! When Welch meets Thackeray and Jerrold and Hook and Hood across the Big Divide and tells them he wrote jokes, and made dollars, too, by the thousand, will they think the divine economy is upset, and that falsehoods are told in heaven? No, they will suppose Welch is joking.

Many of his witticisms, credited to the papers from which they were taken, have appeared in PRINTERS' INK.

IN general advertising, apart from other considerations, much depends upon the selection of the publications wherein the advertisement shall appear, and here a reliable and disinterested advertising agency will be found exceedingly useful, if the advertiser is not possessed of absolute knowledge upon which to found his choice.

An effective "ad" often adds effect to business.—*Newsman*.

"A VALUABLE MEMBER."



F. K. MISCH.

[San Francisco *Call* and *Bulletin*.]

The secretary of the American Newspaper Publishers' Association and the representative of the Pacific slope in its counsels, is F. K. Misch, the eastern manager of the San Francisco *Call* and *Bulletin*. Mr. Misch also controls all the eastern business of the California Associated Press, an organization which supplies eastern news by telegraph to a large number of papers west of the Rocky Mountains. Mr. Misch has had a long experience in dealing with advertisers and advertising, and from his technical knowledge in these matters, is a valuable member of an organization which is working to introduce reforms into the conduct of this branch of the publishing business.—*Albany Press*, Feb. 24, 1889.

#### NEWS AND NOTES.

The Chicago *Daily News*, at its Eastern office, has just made a contract amounting to \$13,500 with a proprietary medicine house, which has an established reputation for both aggressiveness and conservatism. The *Daily News* has had, and now has, contracts as large as this with Chicago merchants, but this is thought to be the largest *bona fide* contract so far made by one newspaper with one medical house for one year's business.

The British *Textile Warehouseman*, of London, England, is publishing a series of articles on "Advertising in America." It consists entirely of sample advertisements, with brief comment on each.

Mr. E. H. Butler, of the Buffalo *News*, has been appointed trustee of the Grosvenor Library in that city.—*Publisher and Printer*.

The *Saturday Globe*, of Utica, N. Y., a weekly paper having a sworn circulation of 165,000 copies, announces that after the first of January, 1890, it will discontinue the publication of all advertisements.

Running a newspaper is something like a certain branch of architecture. Your columns have to be strong to maintain the capital.—*Newsman*.

Rollin C. Cary, advertising agent of the Lake Shore and Michigan Railroad, eloped from Cleveland, O., on February 21, with the wife of T. J. Meals, manager of the *Industrial News*.

The Kansas City *Globe*, a one-cent morning paper started early in February, has been sold to Louis Hammerslough, clothier, for \$50,000.

A semi-weekly paper of Gray, Iowa, *The Western Blizzard*, says that "it blows for humanity."

The *American Agriculturist*, of New York, has inaugurated the system of allowing discounts on space contracts.

The World's Dispensary Medical Association, at Buffalo, N. Y., of which Dr. R. V. Pierce is proprietor, spent \$720,000 in advertising its preparations last year.

The Jersey City *News* is the name of a medium sized four-page daily paper, started in Jersey City on February 25. It is published by the Jersey City News Company, composed of James Luby, editor; Frank Tucker, business manager; Wm. F. Fuller, mechanical department; all formerly connected with the New York *Herald*, and W. E. Sackett, assistant editor, formerly editor of the Jersey City *Sunday News*.

Those interested in the industrial educational movement will welcome a little book of "Cooking and Sewing Songs and Recitations," which has just been issued by Mrs. J. B. Romer, 35 West 128th street, New York. It is something entirely unique, and is intended for the use of children in industrial and mission schools. The songs, which are all sprightly and taking, have been written by such well-known song writers as Fannie J. Crosby, Margaret J. Preston, Jessie L. McDermut, etc., and are set to college and other popular airs. They relate to the various processes of cooking, sewing and carpentering. A helpful introductory essay to teachers by Mrs. Romer prefaces the book.

Mr. A. Frank Richardson, Eastern representative of the *American Rural Home*, states that during March and April the weekly edition of that paper will be 300,000 copies—nearly 3,000,000 copies in nine weeks.

**A DVERTISING Agent Wanted** in large cities for "Health," a successful monthly. Address P. O. Box 3413, New York City. Subscription canvassers also.

**WELL-ESTABLISHED Independent** weekly, near New York, doing good business, for sale at bargain, reasonable terms. "Q," care of PRINTERS' INK.

**3000 Advertisers use and re-order Challen's Record of Contracts** and say it saves many times its cost. To large advertisers it is indispensable. Howard Challen, 10 Spruce Street, New York.

**Challen's Advertising and Subscription Book**, uniform with above in size and price, used by 3000 newspapers.

**A DVERTISING CUSTOMERS** of Geo. P. Rowell & Co.'s Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

## STOCK CUTS.

### Electrotypes of Wood Engravings

FOR ILLUSTRATING

**Newspapers, Magazines, Juvenile Publications, Books, Circulars, Programmes, Pamphlets,**

Etc., Etc., Etc.

No Catalogues. Proofs sent on application, when the subject and size wanted are given.

**THE PRESS ENGRAVING CO.,**  
88 & 90 CENTRE STREET, NEW YORK.

## WEBSTER



3000 more Words and nearly 2000 more Illustrations than any other American Dictionary.

### WEBSTER IS THE STANDARD

Authority in the Government Printing Office and with the U. S. Supreme Court. It is recommended by the State Superintendents of Schools in 36 States, and by leading College Presidents of U. S. and Canada.

It is an invaluable companion in every School and at every Fireside.

Sold by all Booksellers. Pamphlet free.

G. & C. MERRIAM & CO., Publishers,  
Springfield, Mass.



PUBLISHERS wishing **BICYCLES**, by writing to A. W. GUMF & CO., Dayton, Ohio, can make arrangements to pay part of the amount in advertising. Largest stock of new and second-hand bicycles in America. Mention this paper.

**PATENTS PROCURED** by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

**WITH A DICK MAILER.** each of six Chicagoans, in from 8 to 10 hours, stamps on 20,000 "Weekly Inter-Oceans," one by one, in P. O. lots, its owner's name and account; holding each lot, till he wraps, cards if big, and P. O. labels it; fully addressing each pre-wrapped single, as its label comes under the stamp. This is *a one man seat*, otherwise impossible. No agents. ROBERT DICK, Buffalo, N. Y.

**A LIST OF 1,000 NEWSPAPERS DIVIDED** into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our Select Local List. Address GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

**FOR A CHECK FOR \$50 WE WILL** print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or Five Million Readers, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of Advertisement and check, or send 30 cents for Book of 256 pages.

GEO. P. ROWELL & CO.,  
to Spruce St., New York.

**A AGENTS WANTED TO CANVASS FOR** Advertising Patronage. A small amount of work done with tact and intelligence may produce a considerable income. Agents earn several hundred dollars in commissions in a single season and incur no personal responsibility. Enquire at the nearest newspaper office and learn that ours is the best known and best equipped establishment for placing advertisements in newspapers and conveying to advertisers the information which they require in order to make their investments wisely and profitably. Men of good address, or women, if well informed and practical, may obtain authority to solicit advertising patronage for us. Apply by letter to GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York, and full particulars will be sent by return mail.

**A WRITER OF ADVERTISING MATTER.**  
Address W. R. BARBER,  
New York Post Office.

**COLORED INKS for Typewriter Circles.**—We manufacture Inks for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

**THE NEW YORK PRESS:** Daily, Weekly and Sunday: The PRESS was first published January 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,044. Circulation August 1, 66,422. Circulation September 1, 76,180. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 124,846. Advertisers should observe and use the New York PRESS.

## New England Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our New England Select Local List, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce Street, New York.

## Middle States Newspapers.

For a check for \$180 we will insert a one-inch advertisement one month in our Middle States Select Local List, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

## Southern Newspapers.

For a check for \$135 we will insert a one-inch advertisement one month in our Southern Select Local List, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., N. Y.

## Western Newspapers.

For a check for \$275 we will insert a one-inch advertisement one month in our Western Select Local List, consisting of 112 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

## Canada Newspapers.

For a check for \$50 we will insert a one-inch advertisement one month in our Canadian Select Local List, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. GEO. P. ROWELL & CO., Newspaper Advertising Bureau, 10 Spruce St., New York.

**A OFFICE** to let in the Rowell Building, No. 10 Spruce St., up two flights from street. Size, 21x22. Good light. Rent, \$300 per year, including steam heat. Apply to GEO. P. ROWELL & CO.

**IT MEANS**

**"COLD"**



**TO THE ADVERTISER.**

**THE SAN FRANCISCO**

## Evening Bulletin

ESTABLISHED 1855.

Circulation Daily 17,000, Weekly 20,000

The leading Evening Journal in circulation and influence of California.

## THE EVENING BULLETIN

is the only California paper receiving in Rowell's Directory the "Bull's Eye" (O) mark. Its special "golden" value is thus indicated. How much this distinction means will be better appreciated when it is noted that but one Chicago paper, and but two of the thirty-six New York City dailies quoted are accorded this mark. To reach the wealthy, the business class and the masses, advertise in

**THE EVENING BULLETIN.**

New York Office, - - - go Potter Building.

**A Big Jump!**

**— 28,000 —**

COPIES OF THE

## TROY DAILY PRESS

Were gratuitously distributed for thirty days in January, by 120 REGULAR CARRIERS, over routes carefully laid out in Troy, West Troy, Cohoes, Green Island, Lansingburgh and Waterford, and they were all

## TAKEN IN AND READ.

After the canvassers took the field the circulation jumped up in an unprecedented manner, and it is rapidly increasing.

**15,000**

Is what we are after, and "halt" will not be ordered until that point is reached.

**H. O'R. TUCKER,**

TROY PRESS CO.,

Troy, N. Y.

## CIRCULATION BOOKS



PRINTED DURING 1888

**104,473,650**  
COPIES.

WHICH AVERAGES OVER

**Two Millions a Week,**  
OR, EXACTLY,  
**285,447 COPIES PER DAY**  
FOR THE ENTIRE YEAR.

**"COMPARISONS ESTABLISH VALUE."**

### The New York World Guarantees:

*First,* THAT this is a larger number of papers than were printed during the year 1888 by any two other American newspapers **combined**.

*Second,* THAT its daily average—**285,447**—is more than **100,000 COPIES** per day in excess of that of any other newspaper in America.

*Third,* THAT its circulation during 1888 was more than DOUBLE that of the *New York Herald*.

*Fourth,* THAT its circulation during 1888 was more than DOUBLE that of the *New York Sun*.

*Fifth,* THAT its circulation during 1888 was more than FIVE TIMES that of the *Times* or *Tribune*.

*Sixth,* THAT the bona-fide average circulation of the SUNDAY WORLD for 1888 was **260,326** copies, and that this was over **TWO**

**AND A HALF TIMES** the circulation of the *New York Sunday HERALD*, more than **DOUBLE** that of the *New York Sunday SUN*, and more than 50,000 in excess of the *New York Sunday HERALD*, *TRIBUNE*, and *TIMES* combined during 1888.

*Seventh,* **TO REFUND ALL MONEY PAID FOR ADVERTISING, IF, UPON PROPER TEST, THE ABOVE STATEMENTS ARE NOT VERIFIED.**

The average circulation of a well-to-do country newspaper of the better class is 1,000 copies; the average price for a half-page advertisement in such a paper is \$50.

The **SWORN CIRCULATION** of the **SUNDAY WORLD** is over **260,000** copies. If our rates were proportionate, as regards circulation, to those charged by the country newspaper, we should receive **Thirteen Thousand Dollars** for one-half page advertisement, instead of which our price is **\$450. Think it over.**

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THE  
American Newspaper Directory  
FOR  
**1889**  
WILL BE READY FOR DELIVERY  
TO SUBSCRIBERS  
ON  
**Monday, April First.**

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SUBSCRIPTION PRICE

**\$5.**

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Sent to any address on receipt of  
price.

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GEO. P. ROWELL & Co., Publishers,  
10 Spruce Street,  
New York.

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2,700,000

## MARCH—APRIL ANNOUNCEMENT.

**TWO MILLION SEVEN HUNDRED THOUSAND  
CIRCULATION IN MARCH AND APRIL.**

THE

# American Rural Home,

**ROCHESTER, N. Y., AND CHICAGO, ILL.**

Will circulate during the following nine weeks—each edition—the following

March 2.....	300,000	April 6.....	300,000
March 9.....	300,000	April 13.....	300,000
March 16.....	300,000	April 20.....	300,000
March 23.....	300,000	April 27.....	300,000
March 30.....	300,000		

**Total for the 9 weeks..... 2,700,000 Copies**

These immense weekly editions include the regular paid-up subscription list of over 150,000 copies, and the extra copies (for which we make no charge), will be mailed, post paid, to a select list of names, all different, no duplicates, in the Western, Northwestern, Southern, and Pacific Coast States and Territories, collated solely with a view of securing them as new subscribers.

**The Best Paying Advertising Medium in the United States.**

### ADVERTISING RATES.

Regular Display, Agate Line.....	\$1.00
Reading, Solid Agate Line.....	1.50

### DISCOUNTS.

On the number of Agate lines in less than Four Consecutive insertions:

		Consecutive or Every Other Week in insertions:
100 Lines, 5 per cent.....	95 c.	4 Times, 5 per cent..... 95 c.
250 Lines, 10 "	90 c.	8 Times, 10 "..... 90 c.
500 Lines, 15 "	85 c.	13 Times, 15 "..... 85 c.
1,000 Lines, 20 "	80 c.	26 Times, 20 "..... 80 c.
2,000 Lines, 25 "	75 c.	52 Times, 30 "..... 70 c.
3,000 Lines, 30 "	70 c.	Only one line of Discounts available.

Discounts hold from 4 to 8, etc., i. e., a 7-time advertisement takes the 4-time discount, etc.

**THIS IS  
Good Advertising  
AT THE PRICE.**

**At a dollar and a half an Inch a Year for  
Inserting Advertisements on the Home  
Printed Side of Co-operative or  
other  
COUNTRY WEEKLIES.**

Some advertisers prefer the home printed side of co-operative newspapers to the co-operative side, even at a considerable increase in cost—mainly because they thus secure a position on the local news pages, which they claim are more generally read by local readers. To all such advertisers we offer a selection of from 500 to 1,500 country weeklies, on the home printed side, at the rate per inch by the year named by the Co-operative Lists for the same space and time on the co-operative side.

Experience soon teaches advertisers, when contracting for a small advertisement to be inserted a few weeks, that what are known as the high-priced papers give very much more publicity for the money, than can be obtained from those of smaller circulation, when separately bargained for. To such an extent is this true, that many advertisers, accustomed to look only upon the surface of things, make a rule never to advertise in any other than what are known as first-class papers. It is a fact, however, that, for advertisements of considerable size to be inserted by the year, the largest publicity can be obtained by contracting with publishers of comparatively unimportant journals. For example, the New York Weekly Sun, for inserting a 100-line advertisement one week charges \$50, and to put the same advertisement in 50 country papers in the State of New York, having an aggregate circulation equal to that of the Sun, would cost at least \$100; but to put the same advertisement in the Sun one year would cost \$2,600, while the 50 country papers, charging at their full yearly rates, would demand no more than \$1,500, and it would be easier for an advertiser to induce the fifty to do the work for \$1,000, than it would be to procure an acceptance from the Sun at \$2,000. If circulation is the only element of value, it would be found that, for a week, the Sun is 50 per cent. cheaper for the advertiser, while upon a yearly contract the case is reversed.

At a cent a line for a thousand issues the price for inserting one inch of space one year in a country paper having an average of one thousand issues would be six dollars and a quarter.

Persons wishing to avail themselves of the opportunity to insert advertisements in a hundred or more country weeklies, at a dollar and a half an inch a year per paper, may address

**GEO. P. ROWELL & CO'S  
Newspaper Advertising Bureau,  
10 Spruce St., New York.**

# ALLEN'S LISTS.

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## FACT.

The periodicals of Allen's Lists reach the homes of the better classes of the masses, by mail ; they are wanted, are subscribed for, are paid for, and are thought much of.

## FACT.

Gilt-edged monthlies always give general advertisers larger returns, in proportion to the investment, than can be secured from other mediums; the shrewdest and most successful advertisers stay in them all the time.

## FACT.

Each month I guarantee to print and circulate over **\$100,000** copies. For such monthlies as mine the borrowing demand is great, and each month doubtless exceeds **200,000** copies. Total number of families reached each month by the periodicals of Allen's Lists, over **1,000,000**.

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## Affidavit of Circulation of all issues furnished each Advertiser monthly

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## FACT.

Allen's Lists guarantee, and prove up over 800,000 circulation every month. In this connection it will be well to remember, that as a rule, 100,000 PROVED CIRCULATION IS WORTH MORE THAN 500,000 claimed.

## FACT.

I wish to notify my friends that probably there will be no room in the Winter and Spring issues of 1889, for those who delay until the last moment ; that proved to be the case in 1888, and the same has proved true thus far this season.

## FACT.

I base my entire claim to the grand advertising patronage which I receive, on RESULTS TO THE ADVERTISER.

## FACT.

Many advertisers lose the money made from worthy mediums, through patronizing worthless ones. Shrewd advertisers select their advertising mediums with the greatest care, knowing that failure will result if the selection is not judicious.

## FACT.

Millions of dollars are thrown away every year on worthless advertising mediums. Shrewd advertisers know, that as a rule, 100,000 circulation proved is worth more than 500,000 claimed.

## FACT.

Every advertiser who receives returns by mail, would profit by including in his address a separate post-office box or street number for every medium in which he advertised ; this would teach that three-fourths of even very carefully selected advertising mediums are worse than worthless, and that one-fourth have to carry the whole. Many advertisers who now find it difficult to make a profit, can make **Big Money**, if they will sort out the wheat from the chaff. Allen's Lists court the system indicated above, and for actual tests the proprietor **will back them for big money against the world, or field.**

## FACT.

The periodicals of Allen's Lists are carefully edited, and have a large galaxy of able contributors ; they are highly esteemed by the better classes of the masses, are preserved in their homes and loaned to their neighbors. At our rates, such circulation always pays its advertising patrons. Allen's Lists pay, in season and out of season, and in numerous cases have been known to give a handsome profit from ads, so weak, that dead failures resulted from other mediums that are regarded as gilt-edged, and that really are gilt-edged. Allen's Lists pull them all ; that is the general verdict.

**E. C. ALLEN,**  
**Augusta, Me.**

## ONE PAPER IN A STATE.

In the following List it is attempted to name the single publication which is read by the largest number of the best class of persons *throughout* the State, Territory, District or Province.

State.	Town.	Paper.	Issue.
ALABAMA,	Montgomery,	Advertiser,	D. & W.
ARKANSAS,	Little Rock,	Gazette,	D. & W.
CALIFORNIA,	San Francisco,	Chronicle,	D. & W.
COLORADO,	Denver,	Republican,	D. & W.
CONNECTICUT,	Hartford,	Times,	D. & W.
DELAWARE,	Wilmington,	News,	D. & W.
DIS. OF COL'BIA,	Washington,	Star,	D. & W.
FLORIDA,	Jacksonville,	Times-Union,	D. & W.
GEORGIA,	Atlanta,	Constitution,	D. & W.
ILLINOIS,	Chicago,	News,	D. & W.
INDIANA,	Indianapolis,	News,	D.
IOWA,	Des Moines,	State Register,	D. & W.
KANSAS,	Leavenworth,	Times,	D. & W.
KENTUCKY,	Louisville,	Courier-Journal,	D. & W.
LOUISIANA,	New Orleans,	Times-Democrat,	D. & W.
MAINE,	Lewiston,	Journal,	D. & W.
MARYLAND,	Baltimore,	American,	D. & W.
MASSACHUSETTS,	Boston,	Globe,	D. & W.
MICHIGAN,	Detroit,	Free Press,	D. & W.
MINNESOTA,	St. Paul,	Pioneer Press,	D. & W.
MISSISSIPPI,	Vicksburg,	Herald,	D. & W.
MISSOURI,	St. Louis,	Globe-Democrat,	D. & W.
NEBRASKA,	Omaha,	Bee,	D. & W.
NEVADA,	Virginia City,	{ Territorial Enterprise, }	D.
NEW HAMPSHIRE,	Manchester,	Union,	D. & W.
NEW JERSEY,	Trenton,	State Gazette,	D. & W.
NEW YORK,	New York,	World,	D. & W.
N. CAROLINA,	Raleigh,	News & Observer,	D. & W.

State.	Town.	Paper.	Issue.
OHIO,	Cincinnati,	Enquirer,	D. & W.
OREGON,	Portland,	Oregonian,	D. & W.
PENNSYLVANIA,	Philadelphia,	Press,	D. & W
RHODE ISLAND,	Providence,	Journal,	D.
SO. CAROLINA,	Charleston,	News & Courier,	D. & W.
TENNESSEE,	Nashville,	American,	D. & W.
TEXAS,	Galveston,	News,	D. & W.
VERMONT,	Montpelier,	Argus & Patriot,	W.
VIRGINIA,	Richmond,	Dispatch,	D. & W.
WEST VIRGINIA,	Wheeling,	Intelligencer,	D. & W.
WISCONSIN,	Milwaukee,	Wisconsin,	D. & W.
ARIZONA,	Tucson,	Star,	D.
DAKOTA,	Bismarck,	Tribune,	D. & W.
IDAHO,	Boise City,	Statesman,	D. & W.
INDIAN TER.,	Vinita,	Chieftain,	W.
MONTANA,	Helena,	Herald,	D. & W.
N. MEXICO,	Santa Fe,	New Mexican,	D. & W.
UTAH,	Salt Lake City,	Tribune,	D. & W.
WASHING'N TER.,	Seattle,	Post-Intellig'cer,	D. & W.
WYOMING,	Cheyenne,	Sun,	D. & W.
BRIT. COLUMBIA,	Victoria,	British Colonist,	D. & W.
MANITOBA,	Winnipeg,	Free Press,	D. & W.
NEW BRUNSWICK,	St. John,	Telegraph,	D. & W.
N. W. TERRITORY,	Regina,	Leader,	W.
NOVA SCOTIA,	Halifax,	Herald,	D. & W.
ONTARIO,	Toronto,	Globe,	D. & W.
P. EDW. ISLAND,	Charlottetown,	Examiner,	D. & W.
QUEBEC,	Montreal,	Star,	D. & W.

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 All of these newspapers are regularly received and kept on file at Geo. P. Rowell's Newspaper Advertising Bureau, No. 10 Spruce Street, New York, and advertisements are received and forwarded daily at no advance upon the publishers' prices.

## Miscellanies.

An editor's wife never goes through her husband's other trousers pockets to strike a package of love letters. Editors are not like the wicked, unfaithful men of the world—editors rarely have the other trousers.

Menagerie proprietor (to one of his animal keepers, who comes into the office very pale and excited)—Well, what's the matter now?

Keeper—Crazy Mike, the tiger, has killed another of our men.

Funerals are getting expensive. This is the tenth man that Crazy Mike has done up, isn't it?

Yes, and it is time he was done up himself.

I won't have him killed. I'll give him to the Central Park Menagerie. See what a lot of advertising we'll get every time he kills some one there.—*Texas Siftings*.

Disappointed Author—And there is one person whose manuscript is never returned, you say?

Editor—Oh, yes.

Would you mind telling me who he is?

Oh, no. He's the fellow who fails to enclose a stamped and directed envelope.—*Time*.

Editor (to gentleman just arrived)—We don't want any poetry.

Gentleman—No?

Editor—Nor prose.

Gentleman—No?

Editor—Nor blank verse.

Gentleman—How would a \$2 bill suit you for a year's subscription in advance?

Editor—Why, my dear sir, why didn't you say so at first? (To office boy): James, give this gentleman a couple of chairs and the floor to spit on.—*The Epoch*.

Young man (to office boy)—Give that humorous article to the editor, please, and ask him if he can read it right away.

Office Boy (returned with humorous article)—De boss returns the article with thanks. He says he's all upset with the mumps, and prob'ly won't be able to read anything funny for a week.—*Harper's Bazaar*.

In a New York newspaper office: Assistant editor—Here's a special that Lord Cullieleigh will sail for America Saturday. Managing editor—Wire the London office to interview him at once on his impressions of America.—*Terre Haute Express*.

A New York man who went to Florida to start a newspaper got so thin in six months that he couldn't cast a shadow without doubling up like a jackknife.—*Time*.

"May I look through your waste basket?" inquired the young man, entering timidly.

"Certainly," said the editor. "What do you want to find?"

"A little article on 'Mortality' that I sent in yesterday."

"My dear sir, that article was accepted and will appear to-morrow. I will draw you a check for \$25 and I assure you—"

But he spoke to lifeless ears. The young man had fallen to the floor. The shock had killed him.—*Chicago Tribune*.

"An actor settled a board bill" is the headline in a Chicago newspaper. This may be startling and interesting information in the city by the lake, but on the seaboard the board bill usually settles the actor.—*Boston Post*.

Country editor—What are you busy with, my dear?

Country editor's wife—I am writing some cooking receipts for your housewife's column.

C. E.—Oh, yes. Giving us something nice this week?

C. E.'s W.—Yes. I am giving directions how to boil a Westphalia ham in sherry and serve it with appropriate garnishings. I also have a new method for making *pate de foie gras*.

"C. E.—Indeed? Well, after you get through, dear, I wish you would fry that liver and pork I bought for dinner, for I am feeling mighty hungry.—*Boston Courier*.

Young lady (to editor)—I see, Mr. Shears, that you published my article.

Mr. Shears—Yes, we used it; but we had to cut it down a good deal. We had the boy who runs the adjective killer at work on it pretty nearly all day.—*Harper's Bazaar*.